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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Attorney Docket No. UV-174

Examiner Son P. Huynh

Art Unit 2611

EXPRESS MAIL CERTIFICATION

"Express Mail" mailing label number EV620766248US .

Date of Deposit March 17, 2006

I hereby certify that this request and the other papers and fees identified in this request as being transmitted herewith are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. § 1.10 on the date indicated above and are addressed to Mail Stop RCE, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

03/20/2006 YPOLITE1 00000091 061075 09731115
01 FC:1801 790.00 DA


Isatta B. Smith

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REQUEST FOR CONTINUED EXAMINATION

Sir:

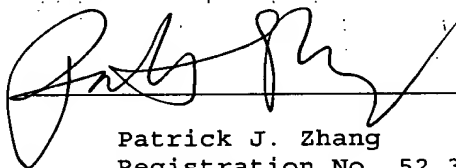
This is a request for continued examination under 37 C.F.R. § 1.114, of pending prior Application No. 09/731,115, (Confirmation No. 9203), filed on December 6, 2000 of M. Scott Reichardt et al. for SYSTEMS AND METHODS FOR COORDINATING INTERACTIVE AND PASSIVE ADVERTISEMENT AND MERCHANDISING OPPORTUNITIES.

1. ☐ Please enter the Amendment Pursuant to 37 C.F.R. § 1.116 filed on _____ in Application No. _____.
2. ☐ Please consider the arguments in the Appeal Brief or Reply Brief filed on _____ in Application No. _____.
3. ☐ A Petition for Withdrawal from Issue under 37 C.F.R. § 1.313(c) (2) is enclosed.
4. ☐ Affidavit(s)/Declaration(s) is/are enclosed.
5. ☒ A Reply to Final Office Action is enclosed.
6. ☐ A suspension of action on the above-identified patent application is requested under 37 C.F.R. § 1.103(c) for a period of _____ months.
7. ☐ A check in the amount of \$ _____ in payment of the fee under 37 C.F.R. § 1.17(e) is enclosed.

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8. ☒ Please charge \$ 790.00 to Deposit Account No. 06-1075 (Order No. 003597.0174) in payment of the fee under 37 C.F.R. § 1.17(e). A duplicate copy of this Request is enclosed.
9. ☒ The Director is hereby authorized to charge payment of any additional fees required under 37 C.F.R. § 1.17(e) in connection with this Request, or to credit any overpayment of same, to Deposit Account No. 06-1075 (Order No. 003597.0174). A duplicate copy of this Request is enclosed.
10. ☒ Please grant a ☐ one-month, ☒ two-month, ☐ three-month, ☐ four-month, extension of time under 37 C.F.R. § 1.136(a) to the Final Office Action of October 19, 2005 in the above-identified patent application. With the extension, the time for replying is extended up to and including) March 19, 2006.
11. ☐ A check in the amount of \$ _____ in payment of the extension-of-time fee is enclosed.
12. ☒ The Director is hereby authorized to charge payment of any additional extension-of-time fees required under 37 C.F.R. § 1.17 in connection with this paper, or to credit any overpayment of same, to Deposit Account No. 06-1075 (Order No. 003597.0174). A duplicate copy of this Request is enclosed.
13. ☒ Please charge the extension-of-time fee of \$ 450.00 to Deposit Account No. 06-1075 (Order No. 003597.0174). A duplicate copy of this Request is enclosed.

March 17, 2006



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